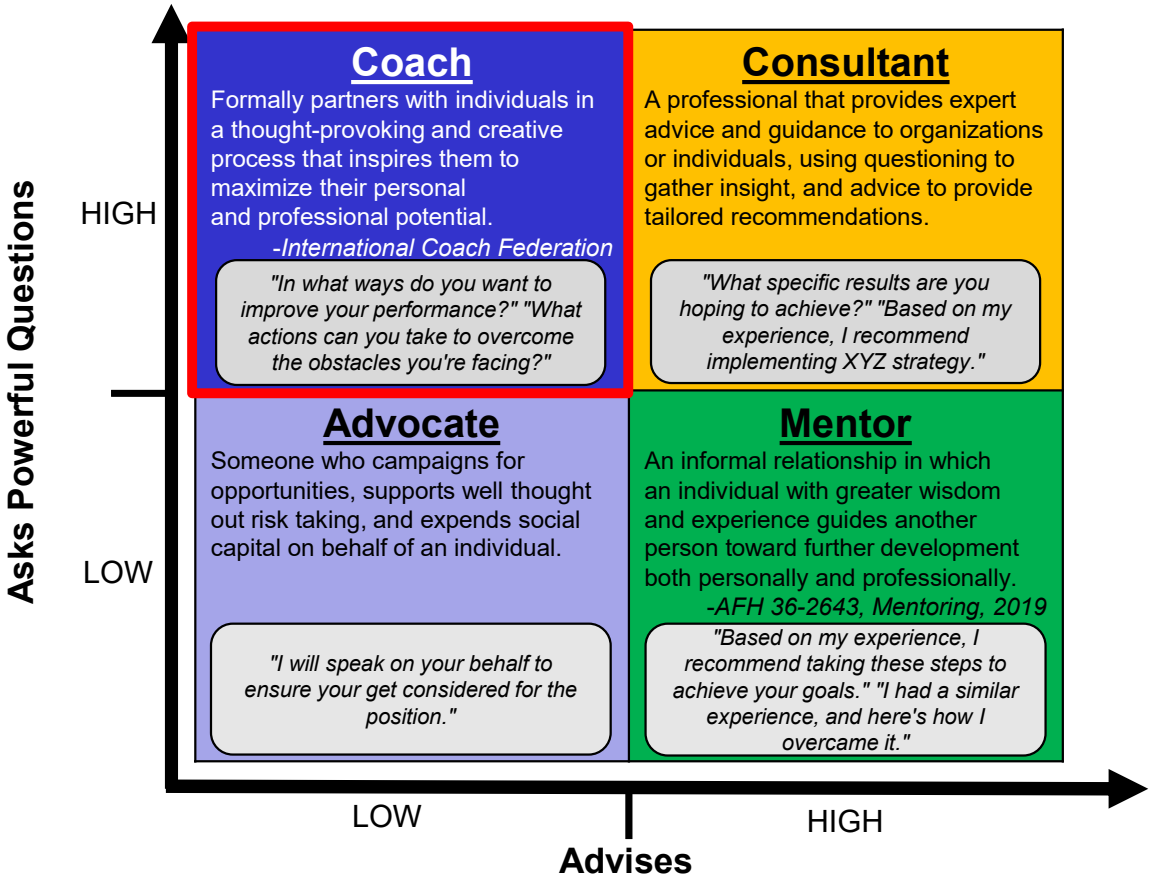Coaching vs. other Methodologies